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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : S. Sean Moore et al.  
Application No. : 09/823,588 Confirmation No. : 6830  
Filed : March 30, 2001  
For : SYSTEM AND METHOD FOR METADATA-  
LINKED ADVERTISEMENTS  
Art Unit : 3622  
Examiner : Daniel Lastra

New York, New York 10036  
July 5, 2007

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed January 10, 2007 in connection with the above-identified application, applicants hereby amend this patent application as follows:

Amendments to the Claims begin on page 2 of this Reply.

Remarks begin on page 12 of this Reply.